

**PRODUCT MANAGEMENT DISPLAY SYSTEM**

**ABSTRACT OF THE INVENTION**

A product management display system for merchandising both wide and narrow product includes a unique pusher mechanism having an extendable pusher face. The pusher mechanism is mounted to a track on a base that is, in turn, mounted to a store shelf. The pusher face is transversely extendable relative the track and is extendable from a retracted position to one of several extended positions. The extended pusher face locates the product pushing surface behind the approximate center of the wider product, thereby greatly enhancing the pushing leverage on the product.